



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 3/31/1999

GAIN Report #HK9020

Hong Kong

Market Development Reports

Hong Kong Beer Product Brief

1999

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Report Highlights:

The Hong Kong beer market is flat and without significant growth potential. The market has been very competitive, with imports expanding market share through low price penetration.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Hong Kong [HK1], HK

TABLE OF CONTENTS

	<u>Page</u>
Executive Summary	2 - 5
Market Overview	6
Product Trade-Imports, Re-exports	7 - 10
Local Demand-Consumption, Market Development, Segmentation	11 - 13
Local Production & Domestic Exports	14
Market Segmentation	15
Distribution	16 - 19
Pricing and Packaging	20 - 21
Marketing & Promotion	22
Rules and Regulations	23
Recommendations	24
Contacts	25 - 26

Methodology

The goal of this report is to provide a brief assessment of the beer market in Hong Kong as well as future developments. Eastern Strategic Consulting utilized a combination of primary and secondary sources of information, intelligence, and insight to document this study.

Main Findings

The Hong Kong beer market is flat and without significant growth potential. The market has been very competitive, with imports expanding market share through low price penetration.

US beers, specifically Pabst, have been successful in gaining substantial market share at the expense of the local brewers. The market is now in a phase of consolidation, where most major brands have secured a stable level of market share, which is not likely to change by much. At this point therefore, new entrants are not likely to create any significant impact in the existing market, which is already extremely competitive.

However, there is an opportunity opening in the premium beer segment where the market is relatively small and improving. Further improvements are expected, and thus focus should be emphasized on relatively low volume, but higher margin products.

Further exploration of the food service sector for premium beer is recommended. Distribution and pricing policies would be of critical considerations.

Market Access Statement

LABELING REQUIREMENTS

The Food and Drugs (Composition and Labeling) Regulations require food manufacturers and packers to label their products in a prescribed, uniform and legible manner. The following information is required to be marked on the label of all prepackaged food except for 'exempted items' as provided in the Regulations. Prepackaged food means any food packaged in such a way that the contents cannot be altered without opening or changing packaging and the food is ready for presentation to the ultimate consumer or a catering establishment as a single food item.

1 Name of the Food

- a) Prepackaged food shall be legibly marked or labeled with its name or designation.
- b) The food name should not be false, misleading or deceptive but should serve to make the nature and type of food known to the purchasers.

2 List of Ingredients

- a) Preceded by an appropriate heading consisting of the words " ingredients", "composition", "contents" or words of similar meaning, the ingredients should be listed in descending order of weight or volume determined as at the time of their use when the food was packaged.
- b) If an additive constitutes one of the ingredients of a food, it should be listed by its specific name or by the appropriate category (e.g. Preservative, artificial sweetener, etc.) Or by both name and category.

3) Indication of "best before" or "use by" date

Prepackaged food shall be legibly marked or labeled with the appropriate durability indication as follows:

- a) a "best before" (in Chinese characters as well) date; and
- b) in the case of a prepackaged food which, from the microbiological point of view, is highly perishable and is likely, after a short period, to constitute an immediate danger to human health, a " use by" (in Chinese characters as well) date.

The words “use by” and “best before” in English lettering and Chinese characters followed by the date up to which specific properties of the food can be retained, to indicate the shelf life of the food. The “use by” or “best before” date should be shown either in Arabic numerals in the order of day, month and year (or month and year in certain circumstances) or in both the English and Chinese languages. For specific details refer to the Regulation.

4) Statement of Special Conditions for Storage or Instruction for Use

If special conditions are required for storage to retain the quality or special instructions are needed for prepackaged food use, a statement should be legibly marked on the label.

5) Name and Address of Manufacturer or Packer

Prepackaged food shall be legibly marked or labeled with the full name and address of the manufacturer or packer, except under the following situations:

- a) The package is marked with an indication of the country of origin and the name and address of the distributor or brand owner in Hong Kong, and the address of the manufacturer or packer of the food in its country of origin has been notified in writing to the Director of Health.
- b) The package is marked or labeled with an indication of its country of origin and with a code marking identifying the manufacturer or packer in that country and particulars of the code marking and of the manufacturer have been notified in writing to the Director of Health.

6) Count, Weight or Volume

The food label should include the numerical count or net weight or net volume of the food.

7) Appropriate Language

The marking or labeling of prepackaged food can be in either the English or the Chinese language or in both languages. If both the English and Chinese languages are used in the labeling or marking of prepackaged food, the name of the food and the list of ingredients shall appear in both languages.

Exempt from labeling regulations: Individually wrapped confectionery products and preserved fruits intended for sale as a single item; Prepackaged foods for sale to catering establishment for immediate consumption and those containing more than 1.2 percent alcohol by volume.

Under the amended Food and Drugs (Composition and Labeling) Regulations, it is an offence to sell any food after its “use by” date. Furthermore, any person who, not being the food manufacturer or packer or without their written authorization, removes or obliterates any particulars on the label required under these regulations also commits an offence.

IMPORT DUTIES

Hong Kong is a free port which does not impose any import tariffs on products with the exception of four dutiable products: liquor, tobacco products, hydrocarbon oils and methyl alcohol. Local importers have to apply for a licence from the Hong Kong Customs and Excise Department for the importation of dutiable commodities. In addition, a licenced importer has to apply for a permit for each and every consignment. The current duties are as follows:

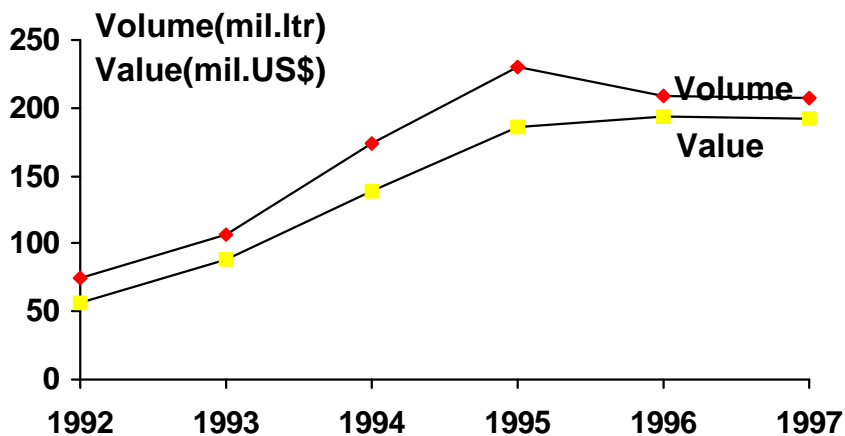
Cigarettes per 1000 sticks	US\$98.45
Cigars per kg	US\$126.74
Beer & liquor with less than 30% alcohol	: 30%
Liquor with more than 30% alcohol	: 100%
All wines	: 60%

MARKET OVERVIEW

- # The beer market is currently flat. The overall market size is small with little or no growth in the near term.
- # Like many other retail products, the beer market in Hong Kong is now extremely competitive.
 - C In the past 2-3 years, the beer market has been flooded with medium and low-priced imports, mostly by American brewers.
 - C At this moment, too many brands are competing, causing prices to decline. It is expected that prices for mid-priced beers will further decline.
- # The market position and segment for the top four brands are distinct. The others are less clear and more fragmented.
 - C The beer market is presently in a stage of re-positioning and consolidation for most major brands. The respective market shares are stabilizing and are not expected to change by a great deal in the near term.
- # However, selected market niches can be found in the premium beer segment.
 - C Although overall volume is relatively low, pricing remains less competitive.
- # Future beer market growth is predicted to be insignificant.
 - C The Hong Kong beer market is mature and static.
 - C The difficult economic environment in 1998 adversely affected consumer spending, especially in the food service sector.
- # Transshipment activities in Hong Kong have been vastly declining as
 - C Mainland China has rapidly increased local brewing capacity over the past 2 years, causing overall beer trade activities to fall.
 - C Declining regional responsibilities centered in Hong Kong.

PRODUCT TRADE - IMPORTS

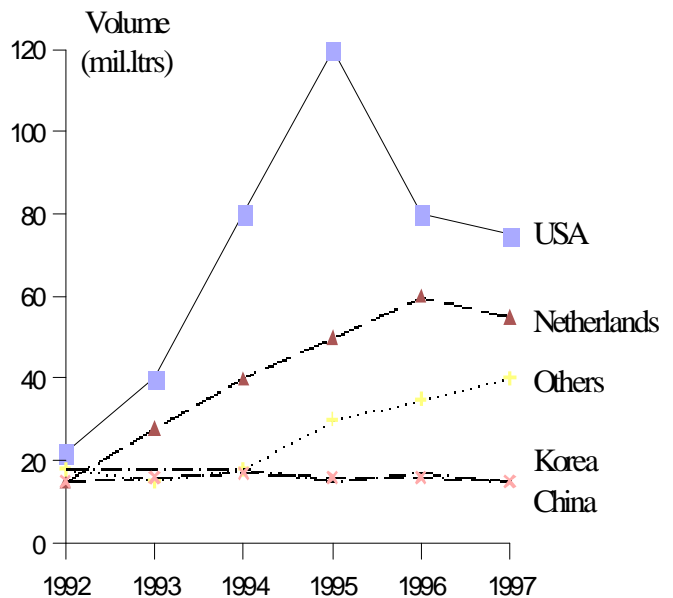
- # Overall beer imports tripled from 1992 to 1995, declined significantly in 1996, and stabilized in 1997.
- C From 1992-93, the import tariff was reduced resulting in large increase of total beer imports
- C The decline in 1996 was due mainly to the sharp drop of American beer imports
- C No further increase in imports to Hong Kong in 1996-97. This is mainly attributed to the decline in transshipment activities to mainland China as China has rapidly increased local brewing capacity.
- # In 1996 the value of imports increased slightly despite volume reduction.
- C The main reason is that more premium brands are being imported, along with the reduction of relatively inexpensive American imports in the previous years
- C It is therefore realized that Hong Kong has recently increased its market susceptibility in higher-end beer products.

Beer Imports 1997 by Volume and Value

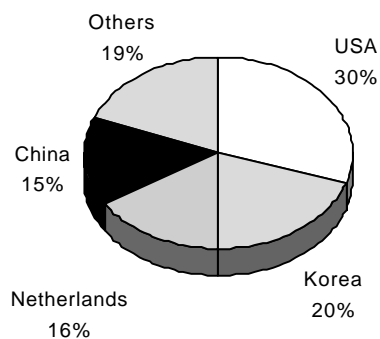
Source: Hong Kong Census
and Statistics Department
(HKCSD)

- # US beer imports grew rapidly from 1993 to 1995, dropped sharply in 1996, and again dropped, but slightly in 1997.
 - C Despite the decline, US beer imports still have the largest share by volume and value
- # South Korea and China imports have historically been significant (35% in 1992), but volume has significantly fallen to 12% in 1997.
 - C Their market share declined as competition increased
- # Imports from other countries have constantly been increasing with an annual average growth rate of 35-40%.
 - C Imports from other countries has increased, including premium beers

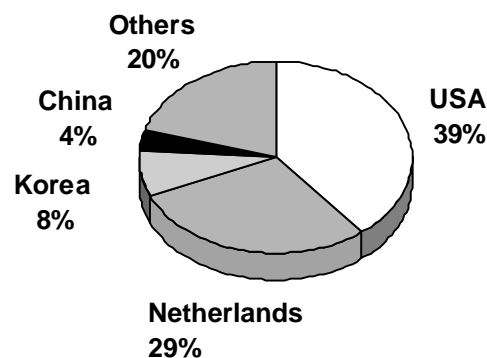
Hong Kong Beer Imports by Country



Beer Imports By Country (1992)
Total Volume : 74.4 million litres



Beer Imports By Country (1997)
Total Volume : 207.3 million litres

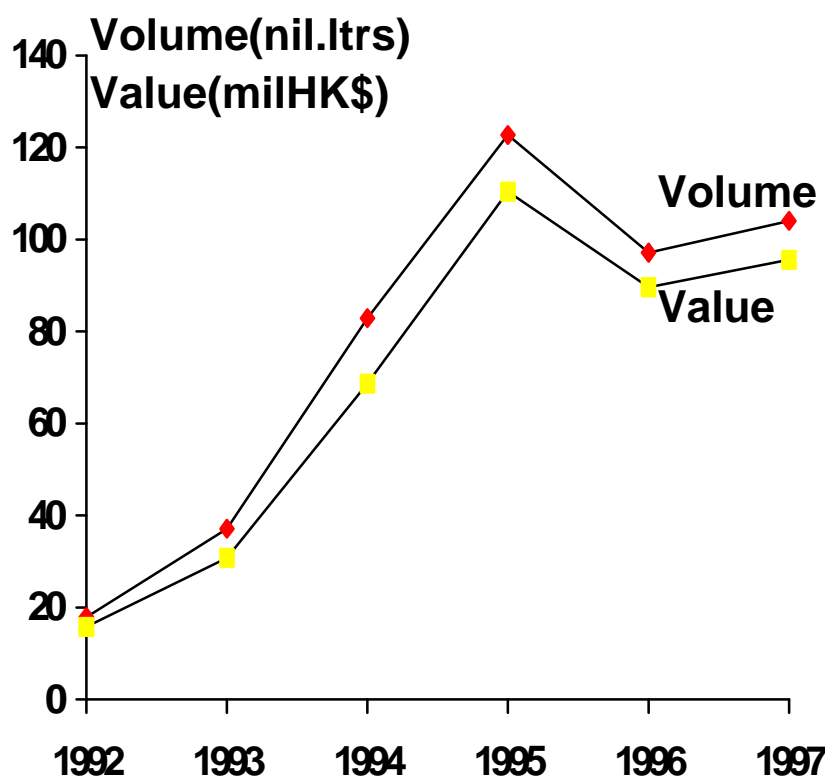


Source: Hong Kong Census and Statistics Department (HKCSD)

PRODUCT TRADE - RE-EXPORTS

- # The overall trend for beer re-exports follows that of imports , which peaked in 1995, declined significantly in 1996, but unlike imports, it increased slightly in 1997.
- # The value of re-exports remain rather constant corresponding to the volume, which indicated the price level(FOB or CIF) has not changed greatly in the past few years. This is due to:
 - C Increasingly severe market competition
 - C Increasing regional market share through sacrificing profits

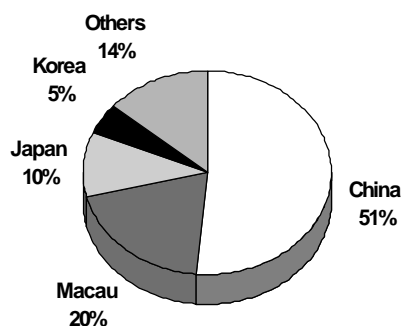
Beer Re-exports 1992-97 by Volume and Value



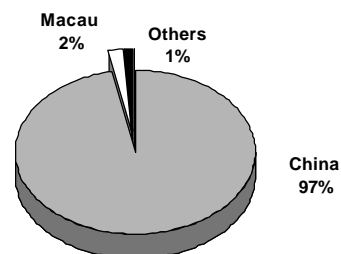
Source: Hong Kong Census and Statistics Department (HKCSD)

- # The reason for the overall decline of re-exports is due to China's built up local beer production capacities both by foreign and locals.
 - C Examples are San-Miguel, Asia-Pacific Brewery, Heineken, Foster's, etc., which currently operate several breweries in China.
- # The slight increase of beer re-exports in 1997 is thought to be led by US and European brands, where Hong Kong distributors have sold the products into China and Macau at competitive pricing.
- # Despite the overall volume decrease, China has become by far the most crucial re-export location for Hong Kong beer importers since re-exports to other Asian countries have seriously declined.

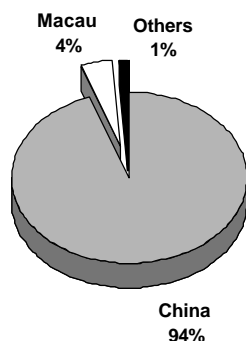
Beer Re-Exports 1992
Total Volume : 17.7 million litres



Beer Re-exports in 1995
Total Volume : 122.6 mil ltrs



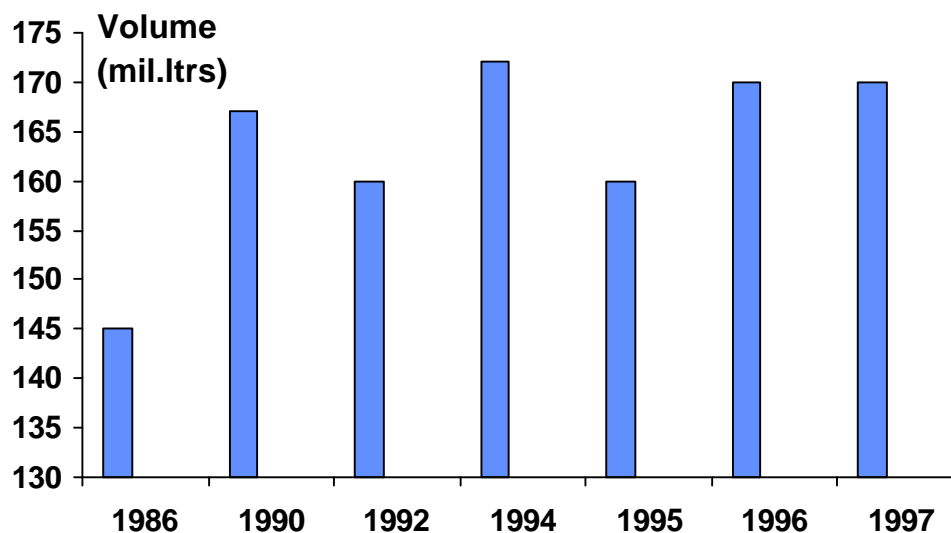
Beer Re-Exports 1997
Total Volume : 103.1 mil ltrs



LOCAL DEMAND - CONSUMPTION

- # Hong Kong local beer demand in 1997 amounted to 170 million liters, which converts into:
 - ¢ 24-25 liters per person per year
 - ¢ About 35 liters per person per year for the population above 18.
- # Of the total local consumption, **62%** (104mil ltrs) are imported beer, and **38%**(66mil ltrs) are locally produced.
- # Hong Kong is an obviously mature beer market
 - ¢ For more than half a decade local consumption has stayed between 160 to 170 million liters per year.

Local Beer Consumption 1992-97



MARKET DEVELOPMENT

Historical Beer Market Development in Hong Kong

Period	Growth Trend	Growth Amount (AAGR)	Comments
1970s	High growth	10-11%	<ul style="list-style-type: none"> Ⓒ Starting from low consumption level Ⓒ Increasingly affluent consumers Ⓒ Western influences
1980s to early 1990s	Low to moderate growth	3-4%	<ul style="list-style-type: none"> Ⓒ Continued increasing affluence Ⓒ Increasing brand selection attracting new consumers
Mid and late 1990s	Static	--	<ul style="list-style-type: none"> Ⓒ Mature and saturation Ⓒ Habitual limitation

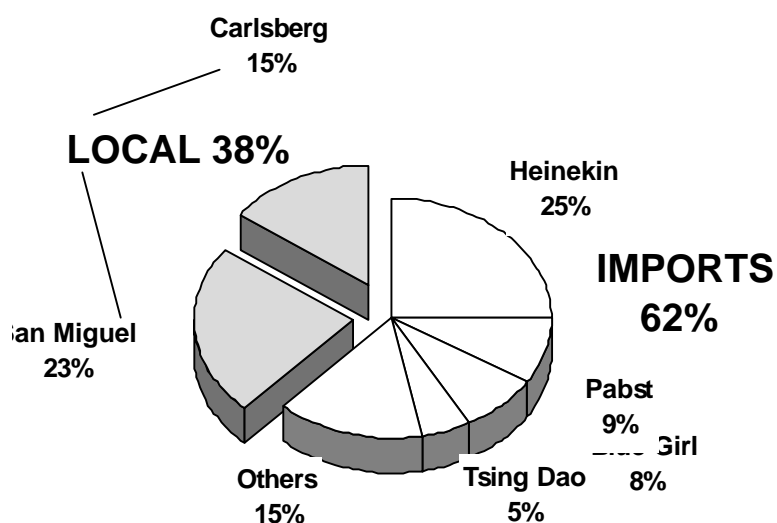
The short-term projection(1998-2000) for beer demand in Hong Kong is static demand, as the market is now consolidating to accommodate all brands.

- Ⓒ Individual market share may change among non-major brands, but should remain quite stable for current major brands, namely Heineken, San-Miguel, Carlsberg, Pabst Blue Ribbon, and Blue Girl.
- Ⓒ Habitual limitations of the predominantly Chinese population in Hong Kong (lower consumption rate) will limit any substantial growth pattern in local beer consumption.

LOCAL DEMAND - SEGMENTATION

Hong Kong beer demand by product

Brand	Market Share(%)	Segment Total
<u>Imported</u>		
Heineken	25	62%
Pabst	9	
Blue Girl	8	
Tsing Dao	5	
Others	15	
<u>Local</u>		
San-Miguel	23	38%
Carlsberg	15	
Grand Total	100%	100%



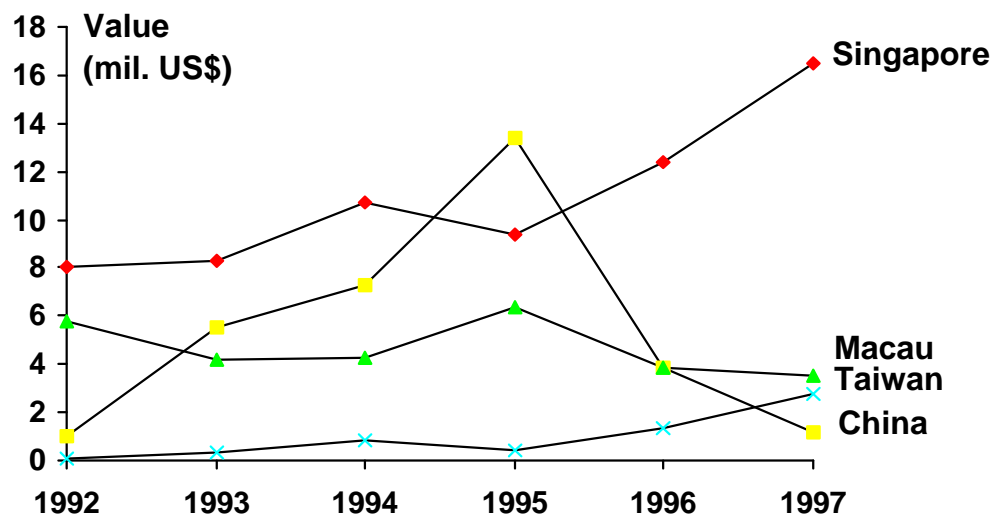
Source: Eastern Strategic Consulting Limited

LOCAL PRODUCTION AND DOMESTIC EXPORTS

- # Local beer production in Hong Kong has declined as the brewers' market share sharply reduced in recent years due to increased import price competitiveness facilitated by lower tariffs.
 - C The two local brewers, Carlsberg and San-Miguel, in total produced some 80 million liters of beer.
 - C Of which more than 60% of production by San-Miguel.
 - C The third brewer, South China Brewing, is a micro-brewery producing about half a million liters a year of premium quality and premium priced beer for the food service sector

- # As local demand in Hong Kong diminished, the two major brewers are aggressively seeking domestic export opportunities to South-East Asia, especially Singapore and Malaysia.
 - C 15-20% of local production are planned for export to Singapore and also via Singapore into other South-East Asian countries.
 - Domestic exports to Singapore almost doubled in the past two years, compensating the loss in the share to China.
 - C Domestic exports shall remain a significant revenue for local brewers in the near term in compensating for the loss of local market share.

Domestic Export Value (1992-97)



Source: Hong Kong Census and Statistics Department (HKCSD)

LOCAL MARKET - SEGMENTATION

- # Legar beer is by far the most popular beer type being consumed in Hong Kong.
- C Stout beer accounts for only 3% in the market.
- C This consumption pattern is not expected to change significantly in the near term.
- # Beer products in Hong Kong are separated into three categories by so-called “quality differences”, with “quality” measured largely based on price.

Product Category	Brands	Retail Price Range 1997	Comments
Premium	C Sol C Corona C Heineken C Samuel Adams	Above HK\$8, or usually above HK\$10 per glass bottle	- Market share increasing in past 2-3 years - Serving portion of the foreign community
Mid-Priced	C Carlsberg C Blue Girl C Tsing Dao C Lowenbrau C Foster's C Kirin C Budweiser C Miller	HK\$5-8 per can	- Rapidly increasing competition - Decreasing price level - Largely through retail marketing
Low-Priced	C San-Miguel C Pabst C Royal Dutch C Castle C Knight	HK\$3-5, or occasionally below HK\$3 per can	- Very competitive pricing - Mostly through retail marketing

MAJOR DISTRIBUTORS

Distributor	Brands Dealing With	Market Positioning and Comments
Swire Trading	฿ Carlsberg	฿ Strong financial backing from parent company Swire Group
	฿ Tuborg	
	฿ Tetleys	฿ Recent market share decline led to series of revisions on distribution strategy
Solar Max	฿ Sol	฿ Specialized in premium brands
	฿ Dos Equis	
	฿ Stella Artois	฿ Well connected in food service sector
	฿ Moretti	
	฿ Tiger	฿ Relatively little dealings with the retail sector
	฿ Boddington's	
Gunniss(HK)	฿ King Fischer	฿ Distribution profits remain healthy
	฿ Mahon	
Gunniss(HK)	฿ Gunniss	฿ Strong market positioning, successfully distributing Heineken
	฿ Heineken	฿ Well connected in both retail and food service sectors
Others	฿ Various	฿ Mostly small to mid-sized private trading companies
		฿ Market focus more on retail
		฿ General strategy is low price distribution for larger market share

DISTRIBUTION CHANNEL

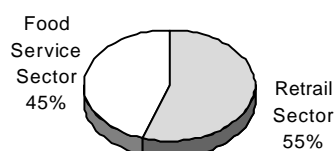
Beer products in Hong Kong are locally consumed through two channels:

Market Channel	Examples	Major Brand Distributed	Comments
Retail Sector	<ul style="list-style-type: none"> Ⓒ Department stores Ⓒ Chain supermarkets 	<ul style="list-style-type: none"> Ⓒ Heineken Ⓒ San-Miguel Ⓒ Carlsberg Ⓒ Pebst Ⓒ Blue Girl Ⓒ Tsing Dao 	<ul style="list-style-type: none"> Ⓒ Extensive reach to consumers Ⓒ Large volumes on medium and low-priced beers Ⓒ This sector has created the price war in recent years
Food Service Sector	<ul style="list-style-type: none"> Ⓒ Restaurants Ⓒ Pubs Ⓒ Nightclubs and karaoke Ⓒ Hotels 	<ul style="list-style-type: none"> Ⓒ Heineken Ⓒ Carlsberg Ⓒ Sol Ⓒ Corona Ⓒ Stella Artois Ⓒ Tetleys Ⓒ Other specialized 	<ul style="list-style-type: none"> Ⓒ Focused more on premium beers Ⓒ Specially selected brands on specific locations* Ⓒ Food service outlets are facing financial difficulties in 1997/98. Ⓒ Expected 5% reduction in distribution role

* For example, beers from Spain especially for Spanish restaurants. This is a specialty exclusively performed by Solar Max.

Note that Heineken and Carlsberg are selling through both channels. This makes Heineken the most well perceived beer in Hong Kong.

The present distribution market share through retail and food service sectors are 55% and 45%, respectively.



Source: Eastern Strategic Consulting Limited

DISTRIBUTION - RETAIL SECTOR

The retail sector includes large-scale department stores, chain supermarkets, and other small-scale outlets.

Segment	Key Players	Market Positioning and Comments
Department Stores	C Hong Kong Seibu C Jusco C Sogo C Yaohan(presently closed)	C Important segment in this channel C Market share remain consistent
Chain Supermarkets	C Wellcome C Park N Shop C Seven Eleven C Dah Cheong Hong	C Most important segment in this channel C Wellcome and Park N Shop are serious competitors, and have similar market share. Together they constitute a majority in this sector C General strategy is to expand market reach by increased number of outlets C Dah Chong Hong is a chain retailer, but the company also has close connections in the food service sector.
Convenience stores and Smaller-Scale Outlets	C Seven Eleven C Circle K	C Usually independent shops scattered all over Hong Kong C No particular market emphasis C Relatively low market share

Most popular brands like Carlsberg, Blue Girl, and Pabst, are widely sold in all department and convenience stores.

C Heineken is the only premium brand sold throughout this sector

Forecasted outlook for the retail sector is that they will continue to be the most important sales channel for low to medium priced beers

Retail prices are expected to remain low with severe competition.

DISTRIBUTION - FOODSERVICE SECTOR

The food service sector primarily includes restaurants, pubs, nightclubs and karaokes, and hotels.

Segment	Players	Market Positioning	Outlook
Restaurants	<ul style="list-style-type: none"> Big restaurants like Dun Wong, Palace, Hanbo, etc. Presently Hong Kong has over 10,000 restaurants 	<ul style="list-style-type: none"> Declining overall business in 1997 of 30-40% affecting beer sales Many restaurants have closed by the end of 1997 	<ul style="list-style-type: none"> Undesirable market sentiments likely to continue in 1998, expecting recovery in 1999 Reducing role in beer distribution
Pubs	<ul style="list-style-type: none"> Individual pubs located in various districts like Lan Kwai Fong, Wanchai, etc. 	<ul style="list-style-type: none"> The key player in beer distribution in this sector Serving both foreigners and locals 	<ul style="list-style-type: none"> Consumer likely to switch from more costly alcoholic drinks to beers (esp. Premium beers) Will continue to play a vital role in beer distribution
Nightclubs and Karaokes	<ul style="list-style-type: none"> Upmarket clubs like Boss, China City, Metropolitan. Smaller clubs located in Wanchai, Mongkok, and Tsim Sha Tsui 	<ul style="list-style-type: none"> Less important in beer distribution Heineken more desired in this segment because price for any beer is standardized Focused on liquors rather than beer 	<ul style="list-style-type: none"> Undesirable market sentiments in 1998
Hotels	<ul style="list-style-type: none"> Presently total more than 1500 in Hong Kong, including over 120 3, 4, and 5-star hotels 	<ul style="list-style-type: none"> Declining overall business in 1997 of 30-40% affecting beer sales 	<ul style="list-style-type: none"> Undesirable market sentiments in 1998

PRICING & PACKAGING

Packaging and pricing of beer products in Hong Kong's retail market is as follows
(prices indicated reflects lowest retail pricing)

Canned Beer

Brand	Product	Price (HK\$)	Brand	Product	Price (HK\$)
Asahi	Super Dry (350ml)	8.3	Heineken	Lager Beer (330ml)	8.7
Bruck	Lager (330ml)	3.5	Kirin	Ichiban (350ml)	7.8
Budweizer	Beer (355ml)	8.2		Legar (330ml)	5.9
Boddingtons	Draught (440ml)	12.4	Knight	Beer (330ml)	2.7
Blue Girl	Beer (355ml)	6.4	Lowenbrau	Beer (330ml)	7
Carlsberg	Beer (330ml)	7.1	Miller	Light	6.9
	Beer (6x330ml)	33.2		Draft	6.9
	Special Brew (325ml)	9	Pebst	Blue Ribbon (355ml)	4.8
Castle	Beer (340ml)	3.9		Blue Ribbon (473ml)	5.9
DB	Export Gold (355ml)	3.5		Light (355ml)	3.3
Foster's	Lager (375ml)	7.6	San-Miguel	Beer (330ml)	6.1
Guinness	Stout (330ml)	10		Beer (8x330ml)	43.9
	Stout (440ml)	11.9	Tiger	Beer (330ml)	6.9
	Special Light (330ml)	9.2	Tsing Dao	Beer (355ml)	5.9

PRICING & PACKAGING**Bottled Beer**

Brand	Product	Price (HK\$)	Brand	Product	Price (HK\$)
Beck's	Beer (640ml)	13.4	Heineken	Lager (330ml)	8.7
Blue Ice	Beer (330ml)	7.1		Lager (650ml)	16.3
Blue Girl	Beer (640ml)	13.5	Hahn Ice	Beer (375ml)	6.9
Budweiser	Beer (355ml)	8.9	Miller	Draft (355ml)	6.9
	Beer (650ml)	10.9	Pebst	Beer (960ml)	12.3
Carlsberg	Beer (330ml)	7.9	Sol	Beer (330ml)	8.5
	Beer (635ml)	11.9	San-Miguel	Beer (330ml)	8.1
Corona	Extra L. (355ml)	8.9		Beer (640ml)	10.7
Guinness	Stout (330ml)	10.2	Victoria	Bitter Beer (375ml)	9.4
	Stout (550ml)	16.7	Tsing Dao	Beer (640ml)	9.9

PROMOTION & ADVERTISING

- # Most major brands have conducted major promotional activities. Some have been successful and others not.
 - C Since local TV programs are widely watched, it is viewed as the most effective promotional tool
 - C Other marketing efforts like special listing in selected food service outlets, sponsoring sporting events, and large poster advertisements are also common in the territory.
- # However, the cost of running promotional programs is high, and with the current competitive situation, there is no assurance on the outcome, and even with significant gains, the market is small.
 - C Media costs in Hong Kong runs typically at about HK\$30,000-40,000 for a 20-30second air time(depending on time selection of day/week), and production costs can exceed HK\$10 million.
 - C Carlsberg ran a series of advertisements over the past two years with huge budgets, but the efforts hardly helped to improve their market share. Carlsberg later had to withdraw all programs (i.e. Tuborg effort failed and currently Tetlay's beer for food service has suffered).
 - C San-Miguel recently placed a series of new advertisements emphasizing new cans and bottles with the date of production. The analysis is that it will not help by much.
- # The US Agricultural Trade Office in Hong Kong has helped beer distributors and retailers to more effectively promote American products by facilitating and organizing seminars, conferences, and introducing potential alliances. So far the Agricultural Trade Office has helped several small-scale beer suppliers entering the Hong Kong market.

Agricultural Trade Office

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RULES & REGULATIONS

- # In March 1994 the import duty decreased from a flat rate of HK\$336 per hectoliter to a rate of 30% on the ex-factory price.
 - C Up until the present this rate applies, and is not expected to change in the near future.
 - C The rate change prompted a large increase in imports in 1995 which resulted in the price war and highly intensive competition.

- # Imports and exports of beer requires a dutiable commodities import-export license.
 - C This license is available from the Commissioner of Custom and Excise
 - C The license is valid for one year.

- # Meanwhile each import or export shipment also requires a dutiable commodities permit.

- # For distributors, a license to warehouse beer is required for storage.

- # Any establishment will require a liquor license to sell “intoxicating liquors” including beers for consumption on premises.
 - C Non-alcoholic beers are exempted.
 - C However, the license is not required for beer sales to be consumed off premises.

- # In Hong Kong the law requires the minimum age for alcohol consumption is 18.

RECOMMENDATIONS

- # The Hong Kong beer market has matured and is currently stagnant, without much potential for significant expansion in volume demand.
 - C US beers, along with other imports, have acquired larger market shares in recent years at the expense of local beers, but at present the market is in a transitional stage of stabilizing and repositioning (price competitive at the low to medium end of the market)
 - C Therefore any new entrant will not likely create a significant impact in market shift
- # As most major international brands are already present in the market, overall competition is severe and price has dropped sharply
 - C US beers have participated in the price war and have attained considerable results in improving market share
- # However, a niche opportunity is found in the premium beer segment where the market share has been improving.
 - C Further improvement is expected as premium beer is likely to replace more costly alcoholic beverages of other types
 - C US brands like Samuel Adams and the like, should further explore opportunities in this segment of the Hong Kong market
- # Unfortunately, competition in recent years have resulted in the consumer perception that American beers are relatively inexpensive.
 - C Any new premium beer entrant would have to overcome this common perception
- # As market sentiments are weak in 1998, further price reductions are likely. Therefore caution must be exercised in terms of cost reduction/efficiency enhancement in order to maintain competitiveness in the market.

CONTACTS

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Asia Provisions Co. Ltd

14-24 King Wah Street
North Point, HK
Tel : (852) 2570-2321
Fax : (852) 2887-8014

Balsam Ltd

15/F, Hermes Commercial Center
4A Hillwood Road,
Tsim Sha Tsui, Kowloon, HK
Tel : (852) 2311-9813
Fax : (852) 2311-2703

Carlsberg Brewery Hong Kong Ltd

1 Dai Kwai Street
Tai Po Industrial Estate
New Territories, HK
Tel : (852) 2664-3788
Fax : (852) 2664-5305

Sims Trading Co. Ltd

1-11 Au Pui Wan Street,
Fo Tan, Shatin,
New Territories, HK
Tel : (852) 2699-6213
Fax : (852) 2691-7199

Solar Max Ltd

10/F, Casey Industrial Building
20 Wong Chuk Hang Road
Aberdeen, HK
Tel : (852) 2554-1183
Fax : (852) 2554-0796

DAH Chong Hong Ltd

8/F, 20 Kai Cheung Road
Kowloon Bay, HK
Tel : (852) 2768-3132
Fax : (852) 2953-0163

Edward Keller Co. Ltd

36/F, Windsor House
311 Gloucester Road
Causeway Bay, HK
Tel : (852) 2898-8632

Etak International

111 Hutchison House
Harcourt Road,
Central, HK
Tel : (852) 2526-2371
Fax : (852) 2868-0055

Hutchison Whampoa Ltd

22/F, Hutchison House
10 Harcourt Road
Central, HK
Tel : (852) 2523-0161
Fax : (852) 2810-0705

Svensen of Hong Kong Ltd

Room 702, Wing On Investment Bldg
343-349 Nathan Road
Kowloon, HK
Tel : (852) 2332-2393

Swire Trading Company Ltd

Swire House
9 Connaught House
Central, HK
Tel : (852) 2840-8919
Fax : (852) 2810-1071

Hop Hin Loong Ltd

1204 President Commercial Center
608 Nathan Road, Kowloon, HK
Tel : (852) 2385-0071
Fax : (852) 2771-1067

Kirin (HK) Ltd

Unit C1, 30/F, United Center,
95 Queensway, HK
Tel : (852) 2865-7215
Fax : (852) 2866-0532

San- Miguel Brewery Ltd

13 Miles Castle Peak Road
Sham Tseng,
New Territories, HK
Tel : (852) 2491-0411
Fax : (852) 2491-2006

Lee Kwok Hong

G/F, Unit A, Block 3,
Yau Tong Industrial Building,
No.2 Sze Shan Street, Kowloon
Tel : (852) 2340-0183
Fax : (852) 2772-7808

Tait HK Lt

Room 602-3 Eastern Centre,
1065 King's Road
Causeway Bay, HK
Tel : (852) 2597-9189
Fax : (852) 2811-5043

Wellcome Company Ltd

7/F, East Wing, ATL Centre A,
Berth3, Kwai Chung Container
Terminal, NT, HK
Tel : (852) 2489-5888
Fax : (852) 2489-9627

List of Important Government Web Sites and E-Mail Addresses

Department	Web Site	E-Mail Address
Census and Statistics Department	http://www.info.gov.hk/censtatd/	genenq@censtatd.gcn.gov.hk
Company Registry	http://www.info.gov.hk/cr/	crenq@cr.gcn.gov.hk
Consumer Council	http://www.consumer.org.hk	cc@consumer.org.hk
Financial Secretary's Office Business and Services Promotion Unit	http://www.info.gov.hk/bspu/	bspuenq@bspu.gcn.gov.hk
Economic Services Bureau	http://www.info.gov.hk/esb	esbuser@esb.gov.hk
Trade and Industry Bureau	http://www.info.gov.hk/tib/	—
Department of Health Headquarters	http://www.info.gov.hk/dh/index.htm	dhenq@dh.gcn.gov.hk
Industry Department	http://www.info.gov.hk/id	industry@id.gcn.gov.hk
Trade Department	http://www/info.gov.hk/trade	dcsn@trade.gcn.gov.hk
Hong Kong Trade Development Council	http://www.tdc.org.hk	hktdc@tdc.org.hk